

The Sierra Madre News is the City of Sierra Madre in print. Any suggestion you may have to make it more representative will be welcomed by the management.

VOLUME 16, NO. 4

Sierra Madre Press Opens City Office

BIG FUTURE POSSIBLE

Local Industry Well Fitted To Hold Its Own with Any Los Angeles Plant

Owing to pressure of city business the Sierra Madre Press opened a Los Angeles office at 704 Citizens National Bank Building this week. This will also be the Los Angeles headquarters for the Sierra Madre News.

The Press is starting immediately a publicity campaign in Los Angeles for the purpose of obtaining commercial printing, using as its slogan, "Specialists in the art of making type talk."

The justification for this slogan is found in the makeup of the Press organization. Associated with the Los Angeles office will be one of the foremost advertising artists of the country, the man who created the Gold Dust Twins when with an advertising firm in New York; also one of the best known advertising promoters in Southern California.

The business manager of the Press has had wide experience in the New York advertising field, specializing in typographical layout and working with such men as Will Bradley, who designs the Harpers, Century and Good Housekeeping, Jay Chambers, Bruce Rogers, Teague and others whose names are nationally known.

The print shop foreman was for nine years foreman of the largest printing plant in Los Angeles where he had under his direct supervision fifty-two publications and was responsible for over five hundred employees.

The Press is out to get the business by giving service. The policy is no promises without delivery. The idea back of the Press organization is not a print shop for local business only, but a print shop that can go into the Los Angeles field and compete with the best shops there in quality of work and promptitude of delivery. In two days this week, orders amounting to two hundred and fifty dollars were taken away from the Los Angeles shops and brought out to the Press on the score of quality of work.

The management of the Press is following out the policy that has been developed on the eastern coast of having the more important commercial printing plants away from the large centers of industry. It has been proved by experience that many of the more skilled workmen prefer to live and work in the outlying districts where they are less bothered with the interruptions of labor disputes. The owners of the plants have found that their overhead is less and the loss from labor turnover less under these circumstances.

At present the Los Angeles printshops are working under considerable disadvantage owing to the recent strike which disrupted many of the largest plants in that city. Inexperienced men have had to be employed, in many instances the work has not been satisfactory nor has it been possible to make deliveries on time.

These conditions which are unfortunate for the Los Angeles shops, make a very favorable opening for the Press. As soon as its work becomes known, the Press will not need to worry about competition, and the management feel that a great industry which will be a decided asset to the city of Sierra Madre has been started here. As the demands of the business require, the plant will be expanded and it is expected that ultimately the Press will be one of the largest printing establishments on the coast.

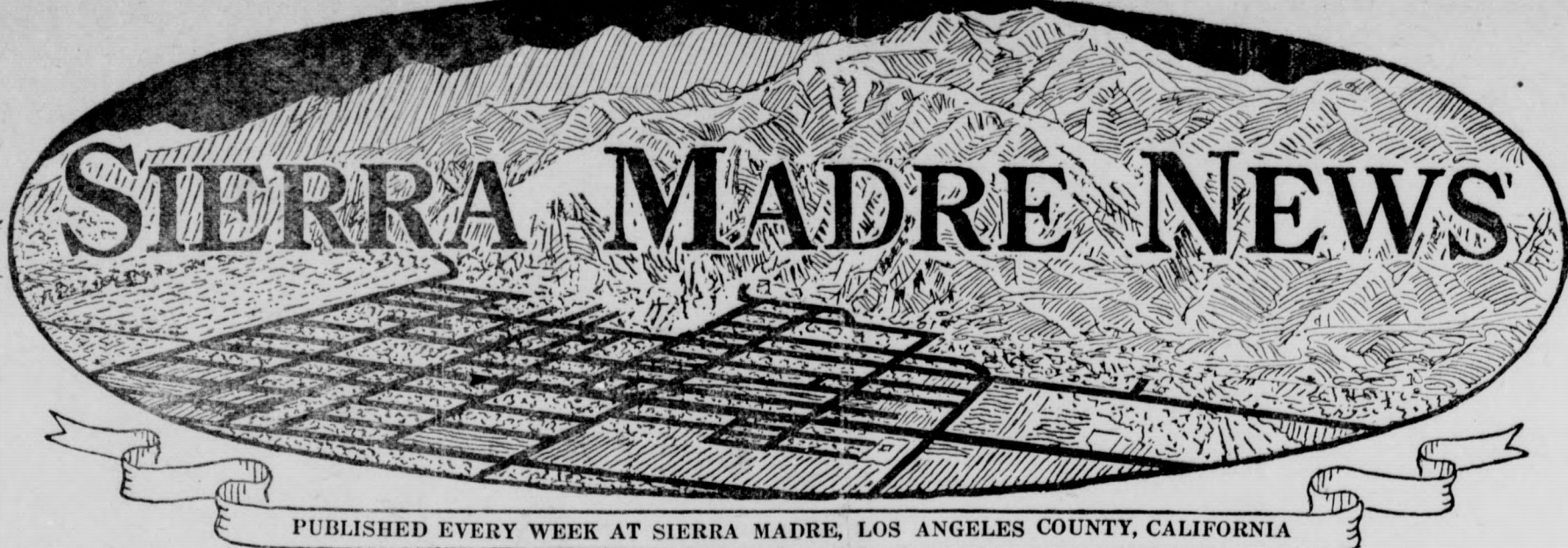
The Sierra Madre News is one department of the activities of the Press, and it is planned to make it an active force for the upbuilding and improvements of this city. Those back of the project believe that the favorable advertising this city will receive through work of the Sierra Madre Press will be no small item in the growth of the city.

Jack Norwood in Bad Shape

Word has been received from Lieut. Jack Norwood, who is in Shaughnessy Hospital, Vancouver, that he has never been up since his operation about three months ago and that his present condition is very serious.

The steel splinter which is lodged near the heart has become loosened from the tissues in which it was embedded and the doctors warn him that any movement on his part may result in instant death. They say he must remain absolutely still in bed for at least two months, by which time they hope fresh callus will surround the splinter and hold it from piercing the heart.

Lieut. Norwood wrote with the pad of paper held close to his face and he says he feels sometimes as if he might as well make that sudden movement and have the trouble all over.



PUBLISHED EVERY WEEK AT SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA

SIERRA MADRE UPPERMOST

WANTED---For a Growing Child: Food, Clothing and an Experienced Tutor. Apply City of Sierra Madre

It is next to impossible to stop a community of people with a fixed ideal, in the accomplishment of their desires.

There are only three things that are requisite to the building on the site of Sierra Madre an ideal city that shall be known from coast to coast as a model residential district.

First, an ideal.

Second, a community.

And third, a clear understanding of the means of accomplishing the ideal.

In the two editorials that have preceded in this space we have presented these in reverse order in the hope of preparing the soil that the seed of an ideal when it falls upon it will take root and flourish.

Before we plant we must remove the weeds.

It is a thankless job to remove the weeds and prepare a field for the planting.

It is not a pleasant task to slap a drowning man in the face in order to make him exert his best efforts.

But there comes a time in the life of every community when it either has to be slapped in the face or sink into the ocean of oblivion.

That time seems to come when the population approaches the three thousand mark, when the community discards the swaddling clothes of a country village and puts on the first short pants of a city.

The increase of population brings with it many problems.

If these problems are grappled with early, a great deal of confusion and expense is spared the young city at a time when all of its energy should be conserved to be used in healthy, normal growth.

Whether we wish it so or not, Sierra Madre is growing up. It has cast aside the swaddling clothes of a country village and has put on its first short pants as a city, to venture out into the wide and wicked world.

If we love Sierra Madre as we say we do, we will play the part of the wise parent and prepare it in advance for the problems it will have to meet.

The young child needs proper food.

It needs the right sort of clothes to wear.

It needs a trained and experienced tutor who will watch every step of its growth and nurse it into healthy, normal manhood.

The food of a city is its people, and too much care cannot be taken in these early days to see that it has only such food as it can digest, citizens who will love the things that Sierra Madre has to offer, and, loving them, have the interest of the city at heart.

We must go out into the market place and select the food for the growing infant. The only way this can be done is to keep a picture of the ideal city we propose to build and are building here, before the world. The logical means of accomplishing this is your newspaper. The city of Atascadero is being built today out of a tract of land, an idea, and a newspaper. The newspaper is endowed by the management. It has been given a plant as big and as modern as that of any of the metropolitan dailies, and the only dividend it is asked to pay is the dividend of human souls.

The clothes of a city are its houses of residence and its public buildings. We cannot expect a healthy municipal growth built upon shacks and temporary structures.

We must be firm in demanding that our growing child has proper clothes, lest its health be impaired and it be made to suffer all of its days from ills acquired in its youth. The logical means of providing proper clothes is a building and loan association. The city of Los Angeles has been built by boosters and building and loan associations. A building and loan association has come into our city, offering a safe investment for our money in a firm with an authorized capital of \$35,000,000, and an investment that will provide our city with the clothes it needs to insure its health in the days of its youth.

The trained and experienced tutor of a city is the organization of paid specialists in municipal affairs, who will devote all of their time to the welfare of the growing youth. This is a man-sized job. No one minimizes the work of city officials. They are giving everything they can and more than they should be expected to give in view of the nature of their office. These men and women are not philanthropists, and if they were, the nature of our social system demands that they have their professions, their vocations, their daily duties to perform in the fulfillment of their individual destinies. We present them with the honor and glory of office, tell them to go elsewhere to earn their daily living, and then sit back, deluding ourselves with the belief that we have done our duty by our community.

Communities everywhere are waking up to the fact that they get just what they pay for, and that the honor of office does not go very far as pay in this busy world.

It is no small job to build a city. It is work that requires training, continuous study and sustained, aggressive effort.

There are men who have made a profession of city building.

These men tell us that the most successful tutor for a growing city is a standardized Chamber of Commerce, an effective paid organization that bears no resemblance whatever to the hope-

lessly inadequate admiration society that so many choose to think of as a chamber of commerce.

A professional city builder stands ready to give us such an organization, a man who has built such organizations in Long Beach, Redondo, Glendale, Sawtelle and Fresno. If these other cities have profited, why not Sierra Madre? There is no experiment about it. We may go to these cities and see what they have done and are doing today.

But before we can do any of these things, we must have a community, and the geographical juxtaposition of two thousand people does not make a community any more than a menagerie of caged animals makes a pack.

There must be what the scientists call a community consciousness, which is nothing more nor less than a common love for the town in which we live and a desire to make it the best kind in the world.

Community consciousness in action is team work directed toward a common goal.

The time honored method of developing community consciousness is the city forum, whether this forum be the marble structure of Rome or the empty barrels and packing boxes clustered about the Round Oak stove in country grocery store.

All community progress starts with two or three citizens getting together and talking it over. This is the city forum.

It is one of the saddest things about our busy life of today that we have lost the gentle art of getting together and talking it over.

Not given the time to think it through, we pervert our city forum into an outlet for our personal antagonism, a place to blow off steam.

We have so little time to talk that when one or two of us do get together on the street corner, we blow off much as follows, and go upon our way: "What Sierra Madre ought to have is a good fire that would burn up about half of its store buildings." "So and So is killing this community by charging such outrageous prices for his goods." "Isn't it an outrage that we should allow such shacks to be built in our residence districts?" "This town is dead on its feet. Why don't we have a public park, and a playground for our children; and there's that strip of land over there. Why don't somebody get busy and build a city automobile camp." "This growling and grumbling in the public forum is one of the most helpful signs."

All progress starts with dissatisfaction; but it does not stop there.

We have got to think the thing through.

Nobody is going to right our wrongs but us; and the first step in righting them is to begin thinking and talking constructively.

The only way we can think and talk constructively is to have a very definite common goal toward which to work.

It is a curious thing, but very few of us are willing to spend our thought, effort and money for a means to an end.

We never in the world could have carried a bond issue on the abstract theory of fire protection; but the wise promoters of the issue placed in the public square the first fire engine, and we, like children that we are, looked at the beautiful glittering thing and wanted and paid for it. What we bought was a much greater thing than what we saw in the public square. It was the protection of our lives and homes from the cruel destruction of fire. It was the marshalling of the progressive element of the community into a vital organization that will be of untold value in the upbuilding of the city. It was a beautiful building. It was the establishment of a social center that will be an untold power for good. And more than all, it was the first step of the infant city learning to walk.

Having taken the first step, the next step will come more easily. If it is necessary to provide a glittering object to encourage the infant city to take its next step, why should we hesitate?

In its next issue, the News will endeavor to do its part in providing this glittering object.

But the News needs your help.

Let us for once in our life cast aside all restraint and give free way to our dreams. Costs are not an element in our consideration. We want to paint for ourselves an ideal to work toward. Let us set up in the City Square the model city of our dreams.

What would you like to see in Sierra Madre?

Sign your name or not, but write the News today.

Or, if you prefer, come in and talk it over.

There is no limit set upon our dreams, and once having them clearly visualized, we will have the magnet to orient our efforts, the driving power of an ideal that will put into effect the great potentialities that lie latent in our community, the glittering thing that has greater power than we know in teaching our child city to walk.

Let us paint a picture of our dream city that will make us thrill with the inspiration of great things greatly done, and no power under heaven can stop us from striding straight to the forefront of our desires.

One thing accomplished is another under way.

The infant has taken its first step.

Let it arise and walk!

RED CROSS ROLL CALL.

The local chapter of the Red Cross, under the direction of Chairman Robert Ittell, is making arrangements for handling the annual Roll Call which will commence on Armistice Day, November 11th and run till Thanksgiving.

Sierra Madre has always made a remarkable record in this work.

REJOICING OVER DAUGHTER

Mr. and Mrs. Tom Flather are rejoicing over the advent of a baby daughter last Thursday, and their large circle of friends are feeling happy over the announcement that both mother and baby are getting along splendidly. The genial Tom in the role of proud parent is going to be the top notch gloom chaser of the community.

SPECIAL SERIES OF SERMONS.

Dean Shaw of the Church of the Ascension announces a series of addresses on the Bible beginning this Sunday evening. These addresses are from the standpoint of modern scholarship. Students of the Bible and others who are interested are cordially invited.

MEETING NEXT TUESDAY

The Ladies Aid of the Congregational Church will meet in the church parlors next Tuesday for an all day session. Those attending are asked to bring their lunch. The day will be devoted to sewing for the bazaar which will be held in December.

This paper will be as big and full of meaty reading as you help to make it. The merchants determine the size of the paper by their ads. Every citizen is a potential reporter.

FRIDAY, OCTOBER 21, 1921

School Board's Action Follows Legal Advice

CLERK STATES POSITION

Examinations Made Under Law—Diphtheria Carriers Found and Quarantined

As there has been considerable misapprehension in regard to the action of the School Board in reference to the diphtheria situation, Mrs. James Hawks, clerk of the board was interviewed to get the exact facts.

Mrs. Hawks states that when school opened, it was not possible to allow the city health officer to examine the children as such examinations can be made only by a physician or nurse certificated by the state and Dr. Jackson has not been so certificated.

When fresh cases broke out among the children attending school, showing that carriers were present, the matter was taken up with Dr. Telfair of the State Board of Health. He advised the Board to call in a certificated nurse and have cultures taken from the throats of all the children attending the school. This was done the next day.

The parents of a number of the children refused to have them examined so they were sent home and the parents notified that, since they refused the examination by the state representative, it would be necessary for them to have their family physician, or any physician they might choose, take cultures from the throats of the children and turn them over to the health officer for test, before the children could return to school.

The cultures taken by the nurse have resulted in the discovery of six carriers of the germ so far. These children have been quarantined and the health authorities hope shortly to have the disease stamped out.

Mrs. Hawks stated further that some of the parents of the children excluded from the school had refused to have them examined by any doctor whatsoever and insisted that the children be allowed to return. In view of the fact that so many carriers have been found and that the Board has acted throughout under the written direction of the County Superintendent, as well as by the advice of the State Health Officer and the City Health Officer, the majority of the Board are firm in their decision to exclude the children until they are advised to the contrary by some competent authority.

As the members of the Board have been annoyed by telephone calls, at the meeting on Wednesday the following resolution was passed: "The Board requests that in the future all complaints be presented either in writing or in person at the Board meeting. Also that notice of the above request be given by the clerk to the Sierra Madre News for publication." The Board will willingly give consideration to such complaints.

Mrs. Hawks also said that the Board wished to correct any false impression that might exist in regard to transportation of the school children. That they had had the matter under consideration for some time but so far had not been able to arrange for transportation at any figure that the school funds would permit, the lowest bid they had received being eighty-five dollars per month for the kindergarten children only. That they were still working on the question but could promise nothing at present.

Plan Suggested Success Elsewhere

In the proposed expansion of the Sierra Madre Chamber of Commerce, the directors have decided to emulate the example of Glendale; that is, to adopt a similar plan. That present influential and effective Chamber of Commerce dates from January, 1921. Prior to that time they had a membership of 80, and dues of \$2 a year, and there was a competing organization of similar proportions. The two were united in a great campaign directed by James O. Stevenson, and the result was a thorough fusing of Glendale civic forces. Five hundred and forty members pledged to pay annual dues of \$25 a year for three years were enrolled in the campaign, and a strong coalition board of directors was elected.

By following the plans laid out by Mr. Stevenson, the chamber has achieved a phenomenal success. The membership has grown to 900, and a \$100,000 home to serve as civic headquarters for Glendale is under construction. The chamber has not only a full time secretary, but an assistant secretary and three stenographers and clerks, who are all kept busy working for Greater Glendale.

In reorganizing, with the guidance of the builder of Glendale's chamber, Sierra Madre may confidently expect to herself enter a new era when the new organization gets under way.

FOR YOU AND

Tell the World about the Town You Live in. Mail the News to your Friends. Double the Space you need to Sell Your Goods and Help us Sell Your City.

FOR YOUR CITY